ADVANTAGE 2024 SHOPPER OUTLOOK

SHOPPING PREFERENCES

Powered by:

SMARTeam™ | CPG Consulting

A DIVISION OF ADVANTAGE SOLUTIONS

SPONSORS:

ADVANTAGE 2024 SHOPPER OUTLOOK METHODOLOGY

RESPONDENT AND SURVEY DETAILS

8,017 valid responses were collected and retained after 9,675 total responses were recorded. The sample was collected to reflect nationally representative primary shopper demographics of age, gender, household income and regional location.

30 minutes The survey was completed in an average of 30 minutes after removing outliers. The median length was 25 minutes.

We will release multiple publications from this study. This first release covers category and retailer shopping preferences.

METHODOLOGY

Between October 31 and December 5, 2023, SMARTeam™ CPG Consulting, a division of Advantage Solutions, conducted an online survey to understand shopper sentiment about retailers, category importance and satisfaction.

In this study, a meaningful or "significant" difference is +/- 5% with a 95% confidence level for total respondents. Most subsets of the total group have a confidence level of 90 to 95%.

Various descriptive statistics were calculated for all data. "Don't Know/No Response" responses were most often removed and not included in statistical testing or sample sizes. Responses to open-ended, free response questions were coded and categorized.

Limitations and caveats: *Online surveys use non-probability convenience sampling. Results are excellent for exploratory research for generating insights and testing hypotheses.*

Source: SMART Market Research – Advantage 2024 Shopper Outlook

KEY FINDINGS

Inflation

Shoppers continue to make changes in purchase behavior due to inflation, looking for ways to save. Less than half (41%) say their shopping habits haven't changed.

They are reducing how much they buy and are likely to switch brands/products in search of lower prices. More than half are buying less expensive options (55%), have switched to lower priced brands (52%) and/or will continue to buy lower priced brands (55%). Some shoppers are even skipping meals to save money.

While they will switch what they buy, they are less likely to change where they buy. 65% shop a couple retailers regularly, but 27% are dedicated to one retailer – resuming pre-COVID habits after significant shift in 2021.

Retailer Decision Making

Net Promoter Scores (NPS) across retailers have improved from 2016 and 2021 comparisons, speaking to the resurgence of brick-and-mortar shopping. Average NPS is up 11pts compared to 2016.

Costco earns the highest NPS (77) among top retailers and outpaces average growth.

Despite modest NPS ratings, Walmart and Kroger dominate shopper satisfaction. Walmart wins for nearly all high-level retailer considerations, while Kroger earns top score for their fresh meat.

Store Environment

While overall NPS is up, shoppers are less engaged with the store. Following a number of global stressors, the COVID-19 pandemic and continued inflation, shoppers have lost their enthusiasm.

Moderated expectations are evident in decreased interest in store associates. Affordable, accurate prices, in-stock assortment, and cleanliness are top of mind while nice-to-have store amenities have dropped in importance.

Although shoppers care less about store environment/associates compared to previous years, store associates still have a place at checkout. Manned checkout remains preferred over self-checkout with 67% saying it is important.

Categories

Retailers with broader selection like Walmart and Target appeal to shoppers' desire for affordable variety.

Meal Ingredients:
74% avg. satisfaction and lowest lost sales rate among categories; room to improve on international foods.

Ready-to-Eat/Drink:
74% avg. satisfaction; room to improve on alcohol and non-carbonated beverages.

Frozen & Dairy:
Highest avg. satisfaction (77%) across categories with 4 groups earning 80%+; room to improve dairy free.

Health and Beauty Care:
Grocery stores' health and beauty Care offerings fall short. Lowest satisfaction and highest lost sales rate.

Source: SMART Market Research – Advantage 2024 Shopper Outlook

Base: 8,017

Powered by:
SMARTeam™ | CPG Consulting
A DIVISION OF ADVANTAGE SOLUTIONS

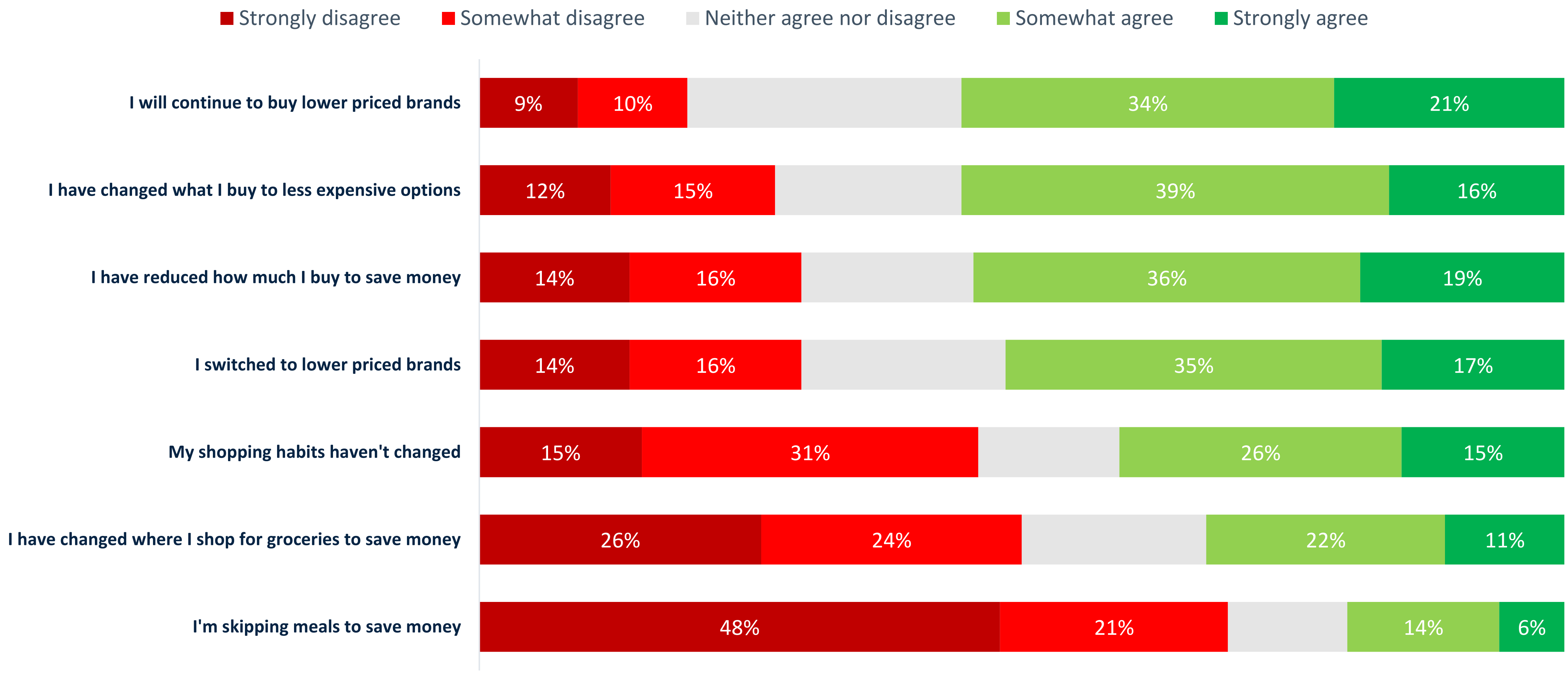
Total Respondent

Retailer Decision Making

SHOPPERS STILL FEEL IMPACT OF INFLATION; LOOK TO LOWER PRICED OPTIONS AND WILL SWITCH BRANDS/PRODUCTS TO SAVE MONEY

1 in 5 shoppers skipping meals to save money

Impact of Inflation



Any Agree	Any Disagree
55%	19%
55%	28%
54%	30%
52%	29%
41%	46%
33%	49%
20%	69%

Q: Inflationary pressures have impacted people differently. How much do you disagree or agree with the following statements?

Source: SMART Market Research – Advantage 2024 Shopper Outlook

Base: 8,017

SHOPPERS RESUME PRE-PANDEMIC NUMBER OF STORES SHOPPED

While majority shop a couple of stores, 27% shop only 1 retailer regularly

	2018	2021	2022	2023
I go to the **same (1) store** for groceries nearly all the time	28%	37%	28%	27%
I have **a couple** of preferred stores for groceries – it just depends what's on my shopping list	65%	53%	63%	65%
I shop at **a number of** stores for groceries – I don't have one favorite store	6%	9%	9%	7%
I only shop **online** for groceries		2%	1%	1%

Q: When thinking about groceries, please select the statement below that best describes your shopping behavior.

Source: SMART Market Research – Advantage 2024 Shopper Outlook

Base: 8,017

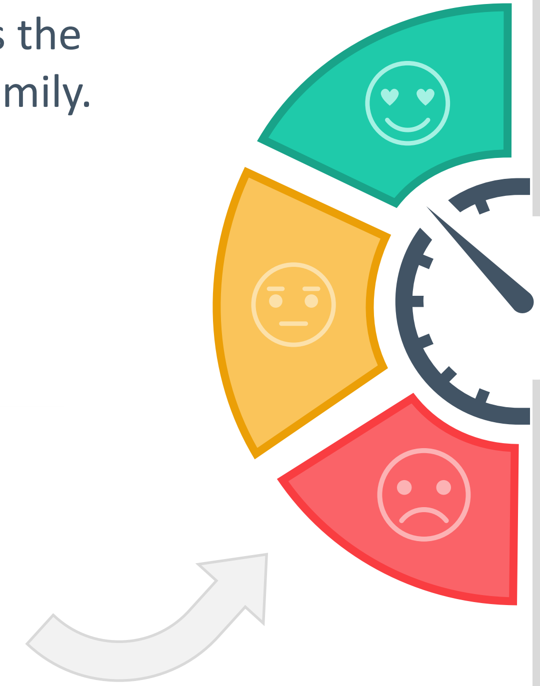
NET PROMOTER SCORE (NPS) HELPS BUSINESSES EVALUATE HOW BUYERS FEEL ABOUT THEIR PRODUCT

Net Promoter Score Definition:

On a scale of -100 to 100, a Net Promoter Score evaluates the likelihood that a buyer will refer a product to friends or family.

Net Promoter Score Calculation:

Calculated as the % of respondents who are “promoters” minus the % of respondents who are “detractors.”



Promoters: (score 9 – 10)
Loyal enthusiasts who will keep buying and refer others, fueling growth.

Passives: (score 7 – 8)
Satisfied but unenthusiastic customers who are vulnerable to competitive offerings.

Detractors: (score 0 – 6)
Unhappy customers who can damage your brand and impede growth through negative word of mouth.

Q: On a scale from 0-10, how likely are you to recommend {Selected Retailer} to a friend, family member or colleague?

Source: SMART Market Research – Advantage 2024 Shopper Outlook

Base: 8,017

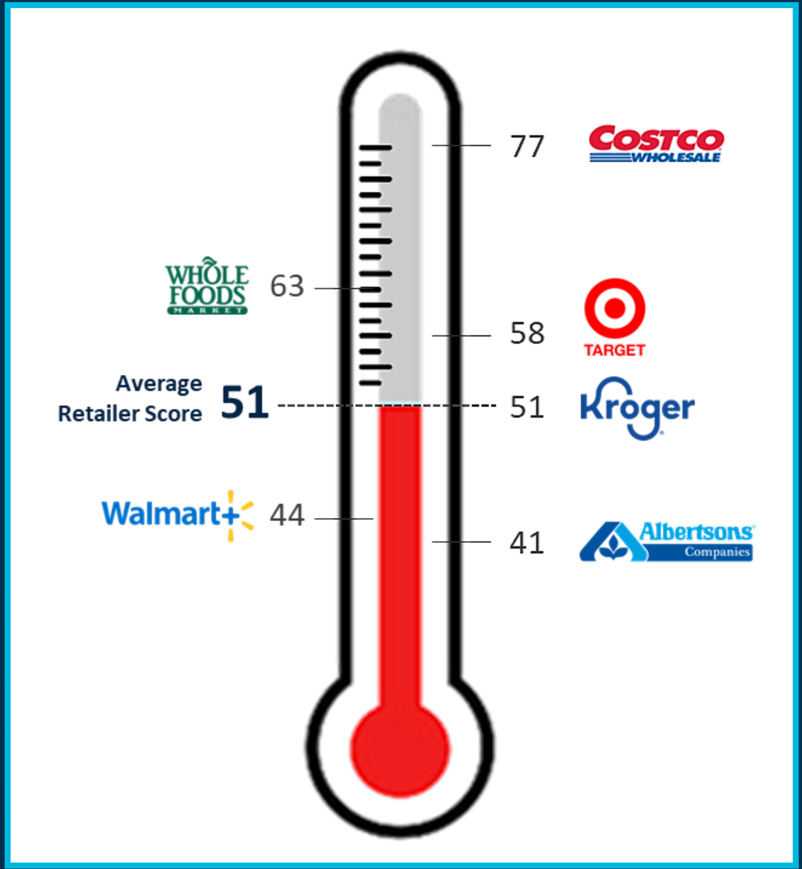
RETAILERS' NPS INCREASED VS 2021 WHICH ALIGNS WITH RESURGENCE OF BRICK & MORTAR SHOPPING

NPS ratings often skew higher for specialty retailers with hyper-loyal shoppers

Primary Retailer	NPS 2016	NPS 2021	NPS 2023	CHG vs 2016	CHG vs 2021
Total Retailer Average	**40**	**47**	**51**	**+11**	**+4**
Walmart	31	34	44	+13	+10
Kroger Co.	51	46	51	0	+5
ACI	27	39	41	+14	+2
Costco	64	64	77	+13	+13
Whole Foods	64	60	63	-1	+3
Target	51	52	58	+7	+6

- Average Net Promoter Score (51) up 11pts compared to 2016 (41)

Net Promoter Score (NPS)



Costco earns the highest NPS and outpaces total retailer average growth

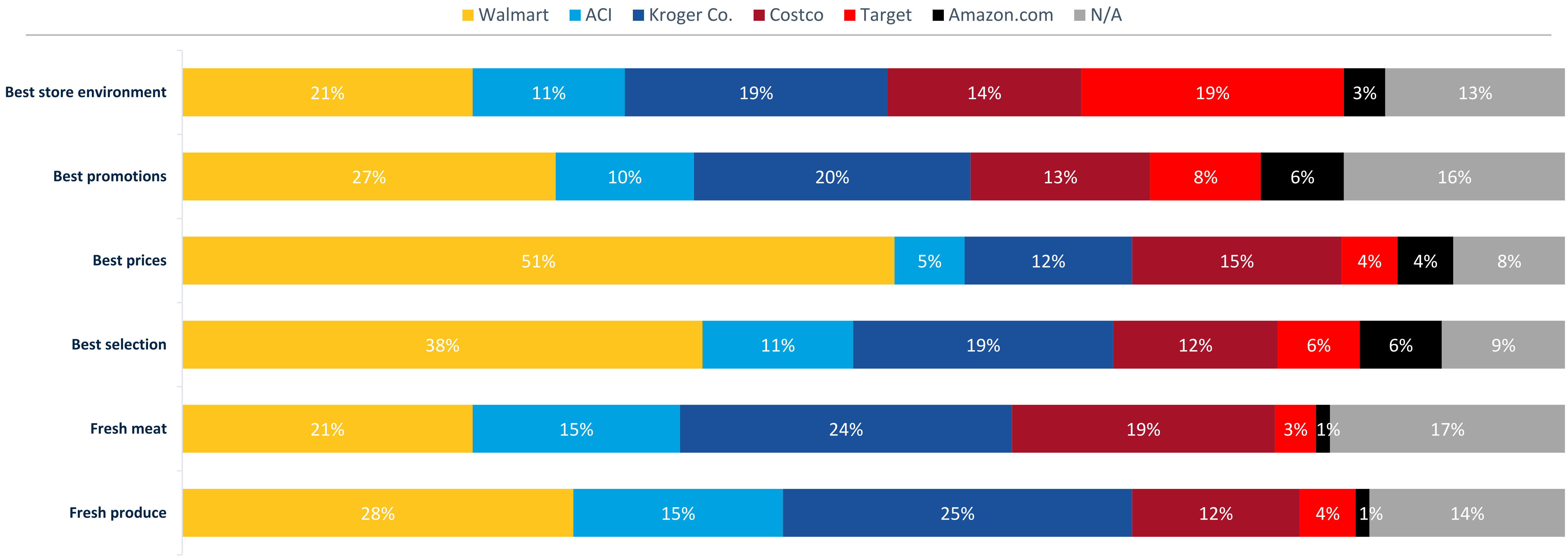
Q: On a scale from 0-10, how likely are you to recommend {Selected Retailer} to a friend, family member or colleague?

Source: SMART Market Research – Advantage 2024 Shopper Outlook

Base: 8,017 | 2,398 | 937 | 617 | 561 | 143 | 246

WALMART SCORES HIGHEST AMONG TOP RETAILERS ACROSS NEARLY ALL CONSIDERATIONS; 51% SELECT IT FOR BEST PRICES

National retailer comparison of specific offerings



- Kroger Co. wins for shopper's perception of fresh meat

Q: Of these national retailers, which one do you think is the best for the following considerations?

Source: SMART Market Research – Advantage 2024 Shopper Outlook

Base: 8,017

WALMART AND KROGER EARN HIGHEST OVERALL SATISFACTION SCORES ACROSS STORE

Net shopper satisfaction by primary retailer and department

	TOTAL	Walmart	Kroger	Albertsons Companies	Costco Wholesale	Whole Foods Market	Target
Total Store	**74%**	**77%**	**76%**	**70%**	**72%**	**74%**	**72%**
Meal Ingredients	74%	76%	77%	70%	69%	73%	70%
Ready-to-Eat/Drink	74%	76%	78%	74%	71%	73%	74%
Frozen & Dairy	77%	78%	80%	76%	77%	80%	72%
Health and Beauty Care	66%	77%	62%	50%	68%	66%	77%

- Walmart and Target dominate shopper satisfaction for health and beauty Care
- ACI's low overall satisfaction score dragged down by meal ingredient and personal consumable categories

Q: How satisfied do you feel when shopping for these items at {Selected Retailer}?

Source: SMART Market Research – Advantage 2024 Shopper Outlook

Base: 8,017 | 2,398 | 937 | 617 | 561 | 143 | 246

Powered by:

SMARTeam™ | CPG Consulting
A DIVISION OF ADVANTAGE SOLUTIONS

Total Respondent

Store Environment

SHOPPERS CHOOSE PRIMARY RETAILER BASED ON PRICE, EASE OF NAVIGATING STORE AND OVERALL ASSORTMENT

Drivers for primary store selection

Convenience

Purchase Other Items	44%
Purchase Vitamins	19%
Fill Prescriptions	15%

Price

Everyday Low Price	63%
Sales & Promotions	53%

Store Environment/Offerings

Easy to Navigate	51%
Store Brand	43%
Store Environment	39%
Loyalty Program	36%
Digital/Online Services	23%
Curbside Pick-up	22%
Home Delivery	18%
Samples	13%

Category Assortment

Best Produce	49%
Best Meat	41%
Best Groceries	40%
Best HH Goods	36%
Best Personal Care	26%
Best Non-Food	19%

Product Availability

Best Assortment	50%
Product Exclusivity	42%
Reliable Supply	36%

= overall top 5

Q: Why do you choose to buy groceries at {Selected Retailer}? Select all that apply.
Q: What are the reasons you choose to buy groceries at {Selected Retailer}? Select all that apply.

Source: SMART Market Research – Advantage 2024 Shopper Outlook

Base: 8,017

SHOPPERS CONCERNED ABOUT PRICE AND PROMOTIONS, DRIVING STORE CHOICE AND INTEREST IN LOYALTY PROGRAMS

Grocery store selection by retailer

	Walmart	Kroger	Albertsons Companies	Costco Wholesale	Whole Foods Market	Target
Shop	67% shop Walmart	32% shop Kroger Co.	37% shop ACI	30% shop Costco	15% shop Whole Foods	35% shop Target
Primarily shop	30% primarily shop Walmart	12% primarily shop Kroger Co.	8% primarily shop ACI	7% primarily shop Costco	2% primarily shop Whole Foods	3% primarily shop Target
Conversion	45%	37%	29%	23%	13%	9%
	Shoppers looking for variety of categories at a low cost	Shoppers drawn by loyalty programs and variety of assortment	Shoppers intrigued by promotions and easy-to-find assortment	Shoppers looking to save money and stock up on quality store brand items	Shoppers seeking quality favorites to match their lifestyle	Shoppers looking to satisfy variety of usage occasions

among primary shoppers

Primary Drivers

Walmart		Kroger		Albertsons Companies		Costco Wholesale		Whole Foods Market		Target	
Everyday Low Price	74%	Sales & Promotions	72%	Sales & Promotions	68%	Everyday Low Price	66%	Best Produce	73%	Sales & Promotions	60%
Purchase Other Items	62%	Loyalty Program	72%	Loyalty Program	66%	Sales & Promotions	61%	Best Groceries	69%	Best Personal Care	57%
Best HH Goods	58%	Best Produce	60%	Easy to Navigate	54%	Store Brand	54%	Product Exclusivity	64%	Store Environment	54%
Best Assortment	52%	Everyday Low Price	54%	Best Produce	53%	Best HH Goods	54%	Best Meat	61%	Easy to Navigate	52%
Easy to Navigate	48%	Best Assortment	54%	Best Meat	49%	Product Exclusivity	53%	Best Assortment	61%	Purchase Other Items	52%
Base: 5,397 | 2,398		2,548 | 937		2,150 | 617		2,366 | 561		1,239 | 143		2,767 | 246	

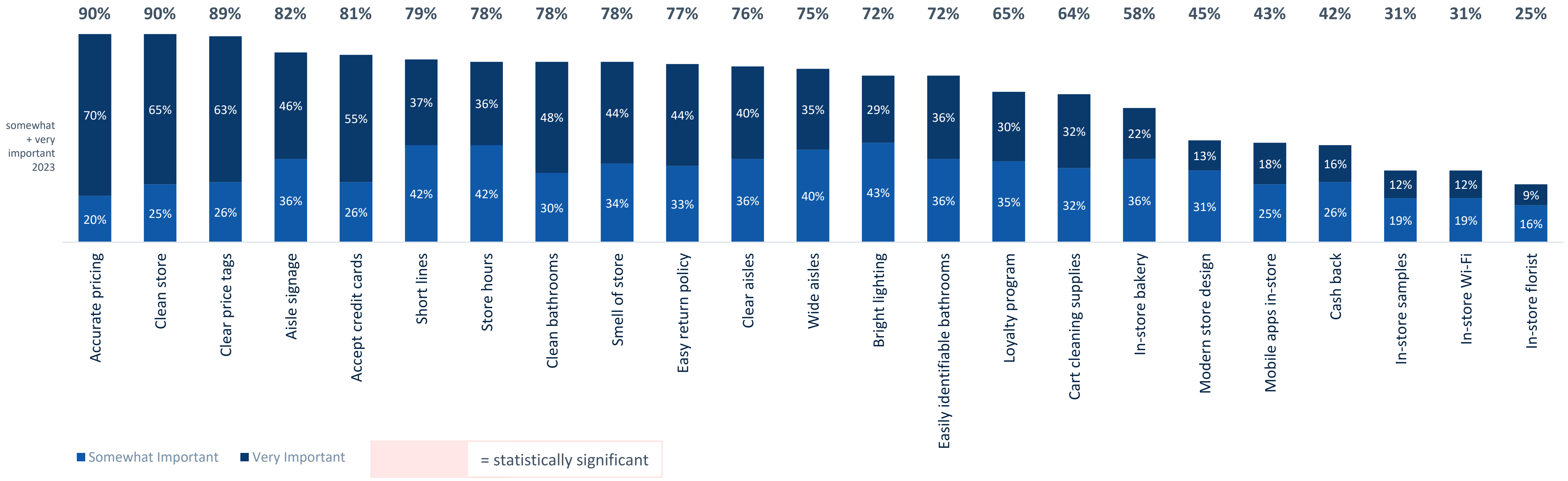
Q: Which store(s) have you shopped for groceries in the past six months? Q: Thinking about where you've shopped for groceries in the past six months, where have you spent the most money on groceries?
Q: Why do you choose to buy groceries at {Selected Retailer}? Select all that apply.

Source: SMART Market Research – Advantage 2024 Shopper Outlook

CLEAR, ACCURATE PRICING AND STORE CLEANLINESS MATTER MOST TO SHOPPERS; 65% SAY LOYALTY PROGRAMS IMPORTANT

Shoppers adjusted expectations after COVID with less emphasis on store specifics

ppt change vs 2021	-3%	-4%	-4%	-6%	-4%	-8%	-7%	-5%	-7%	-5%	-5%	-8%	-8%	-6%	-2%	-14%	n/a	-13%	-1%	-11%	-2%	-1%	-6%
ppt change vs 2016	-6%	-6%	-6%	-9%	-6%	-11%	-10%	-4%	-8%	-9%	-10%	-13%	-5%	-5%	-3%	n/a	n/a	-15%	+3%	-14%	-12%	-4%	-12%



= statistically significant

Q: Think about your in-store experience. In the next several questions, you'll be asked how important particular in-store aspects are. Please take time to read each statement and assess its importance. How important are the following?
Q: Now think about the store environment. How important are the following? Q: Some services matter more than others. How important are the following when choosing a store for groceries?

Source: SMART Market Research – Advantage 2024 Shopper Outlook

Base: 8,017

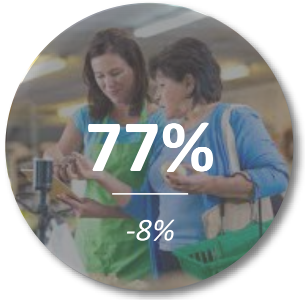
TIDY APPEARANCE OF STAFF AND FRIENDLINESS REMAIN SHOPPERS' TOP IMPORTANCE FACTORS FOR IN-STORE EMPLOYEES

Shoppers care less about store associates' availability

2023

ppt change vs 2021

Physical appearance of staff (good hygiene, etc.)



Friendly checkers

Staffed customer service desk

Associates available for questions

Easily identifiable employees

Baggers that help carry out purchase

- While order of importance remained consistent, shoppers place lower importance across staffing attributes compared to 2021
- Lower importance of staffing attributes speaks to the lasting impact of COVID

Q: Think about your in-store experience. In the next several questions, you'll be asked how important particular in-store aspects are. Please take time to read each statement and assess its importance. How important are the following?
Q: Now think about the store environment. How important are the following? Q: Some services matter more than others. How important are the following when choosing a store for groceries?

Source: SMART Market Research – Advantage 2024 Shopper Outlook

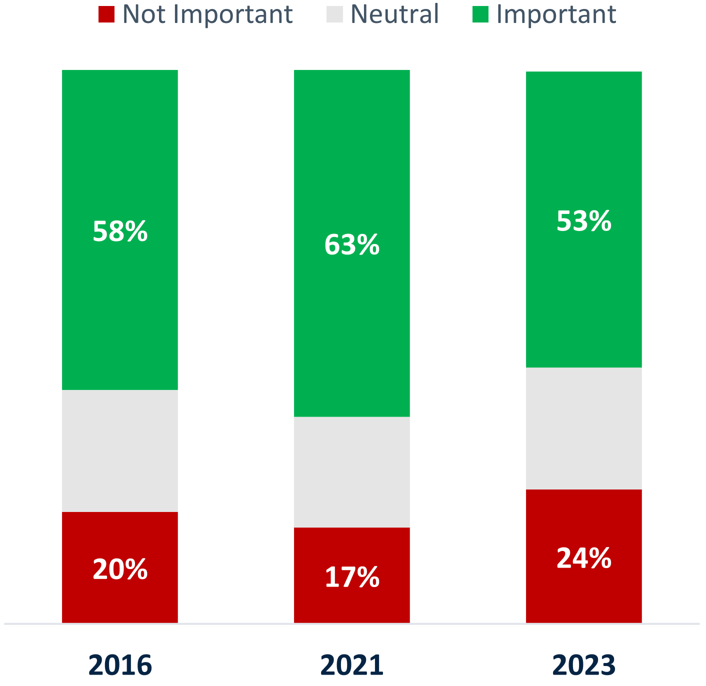
Base: 8,017

MANNED CHECKOUT LANES MORE IMPORTANT TO SHOPPERS THAN SELF-CHECKOUT

53% consider self-checkout important

Checkout (Somewhat + Very Important)	
Manned checkout lanes	67%
Self-checkout	53%

Self-checkout Importance Over Time



Overall importance of self-checkout down 10pts compared to 2021, and down 5pts compared to 2016

Q: Think about your in-store experience. In the next several questions, you'll be asked how important particular in-store aspects are. Please take time to read each statement and assess its importance. How important are the following?
Q: Now think about the store environment. How important are the following? Q: Some services matter more than others. How important are the following when choosing a store for groceries?

Source: SMART Market Research – Advantage 2024 Shopper Outlook

Base: 8,017 | 5,537 | 4,128

Powered by: SMARTeam™ | CPG Consulting
A DIVISION OF ADVANTAGE SOLUTIONS

Total Respondent

Category Satisfaction

MEAL INGREDIENTS: AVERAGE 74% SATISFACTION AND LOWER LOST SALES RATE THAN OTHER CATEGORIES; 62% WOULD STILL BUY IN-STORE IF PREFERRED PRODUCT UNAVAILABLE

Action Taken if Product Unavailable

	Switch product or size	Switch brand	Wait	Leave	Lost Sales Rate (Wait + Leave)	Net Satisfaction (% Satisfied - % Dissatisfied)
Canned fish & meat	13%	41%	26%	19%	46%	72%
Canned vegetables & fruit	14%	54%	17%	16%	33%	76%
Non-refrigerated juice and drink mixes	16%	46%	21%	17%	38%	74%
Non-refrigerated beverages mixes	15%	41%	23%	21%	44%	72%
International foods	14%	45%	21%	20%	41%	64%
Spices, seasoning, shortening, cooking oils & sprays	13%	49%	20%	18%	37%	75%
Condiments, marinades, & dressings	15%	45%	21%	18%	39%	76%
Pickles, peppers, marinated vegetables	15%	48%	20%	17%	37%	73%
Olives	14%	51%	19%	16%	35%	71%
Baking mixes	14%	49%	19%	17%	37%	76%
Dry baking ingredients	14%	52%	17%	17%	34%	77%
Pasta, pasta sauce, prepared sides & soup	14%	49%	19%	18%	37%	79%

	Lost Sales Rate	Net Satisfaction
Average for Meal Ingredient Categories	38%	74%
Across Store	44%	74%

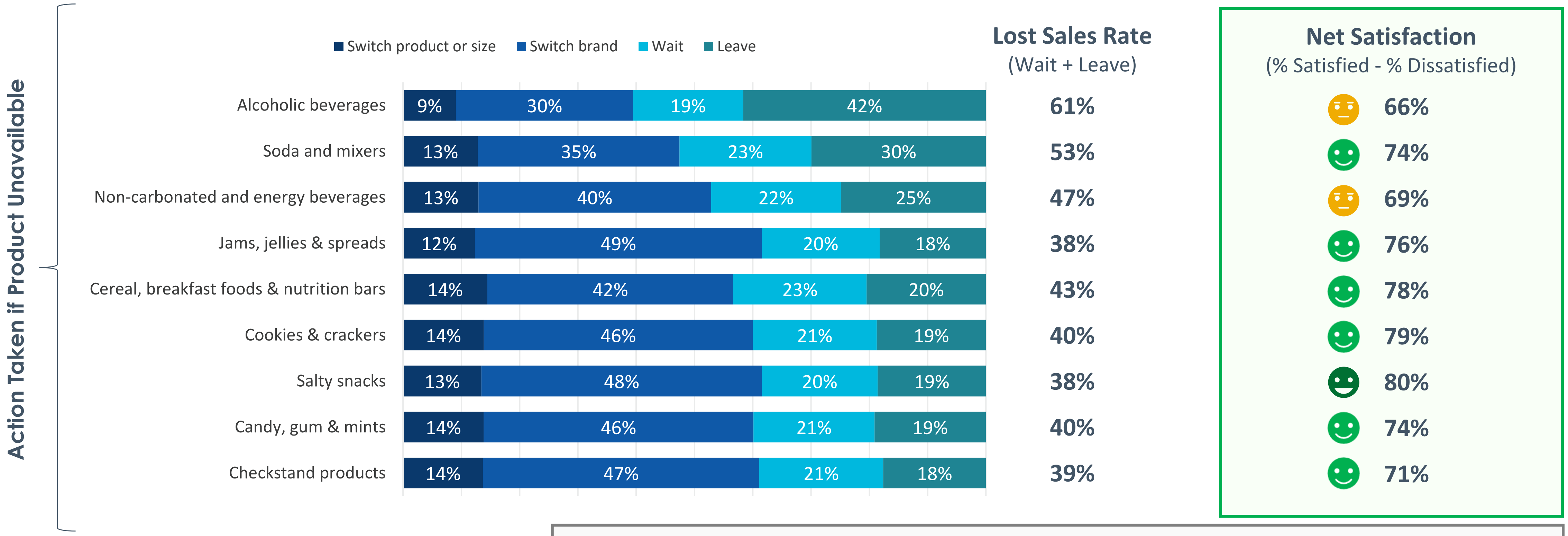
Q: When shopping for the following products, what would you do if your preferred product was not available at {Selected Retailer}?
Q: How satisfied do you feel when shopping for these items at {Selected Retailer}?

Source: SMART Market Research – Advantage 2024 Shopper Outlook

Base: 8,017

READY-TO-EAT/DRINK: AVERAGE 74% SATISFACTION; 56% WOULD STILL BUY IN-STORE IF PREFERRED PRODUCT UNAVAILABLE

Alcoholic and non-carbonated beverages see lowest satisfaction among RTD



Average for RTE/RTD Categories	44%	74%
Across Store	44%	74%

Q: When shopping for the following products, what would you do if your preferred product was not available at {Selected Retailer}?
Q: How satisfied do you feel when shopping for these items at {Selected Retailer}?

Source: SMART Market Research – Advantage 2024 Shopper Outlook

*only respondents 21+ were shown alcoholic beverages

Base: 8,017

FROZEN & DAIRY: AVERAGE 77% SATISFACTION HIGHEST ACROSS STORE; 59% WOULD BUY IF PREFERRED PRODUCT UNAVAILABLE

Action Taken if Product Unavailable

	Switch product or size	Switch brand	Wait	Leave	Lost Sales Rate (Wait + Leave)	Net Satisfaction (% Satisfied - % Dissatisfied)
Milk, dairy substitutes, creamer	12%	42%	16%	30%	46%	80%
Eggs	12%	48%	15%	25%	41%	81%
Refrigerated juice drinks	13%	48%	19%	20%	39%	77%
Cottage cheese, sour cream, ricotta, refrigerated dips	13%	49%	18%	21%	39%	78%
Other dairy foods	13%	48%	17%	22%	39%	80%
Dairy-alternative foods	12%	46%	20%	22%	42%	69%
Refrigerated meat	13%	46%	20%	22%	42%	76%
Frozen entrées	12%	46%	22%	20%	42%	76%
Frozen snacks, pizza & breakfast items	12%	46%	22%	20%	42%	77%
Frozen vegetables, fruit and juices	11%	51%	20%	19%	38%	77%
Frozen desserts and toppings	12%	50%	20%	19%	39%	76%
Ice cream & frozen novelties	11%	47%	21%	21%	42%	80%

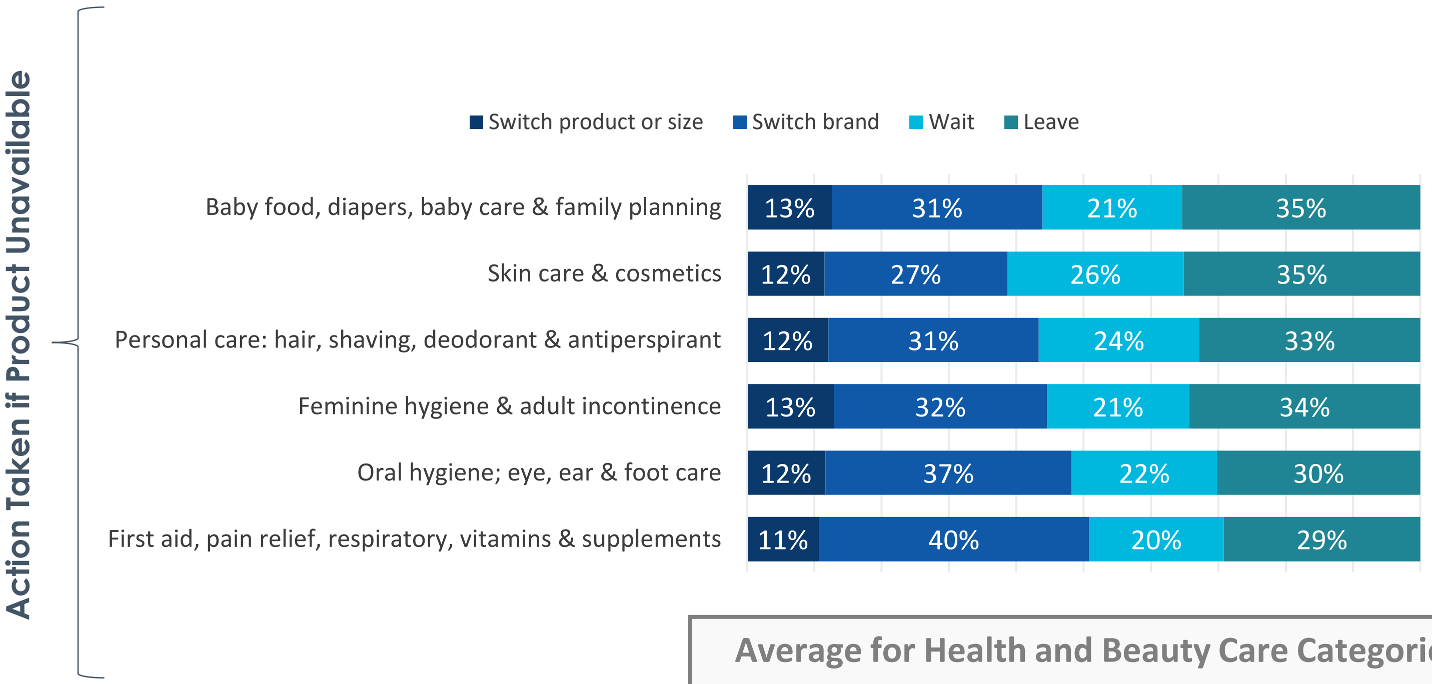
	Lost Sales Rate	Net Satisfaction
Average for Frozen & Dairy Categories	41%	77%
Across Store	44%	74%

Q: When shopping for the following products, what would you do if your preferred product was not available at {Selected Retailer}?
Q: How satisfied do you feel when shopping for these items at {Selected Retailer}?

Source: SMART Market Research – Advantage 2024 Shopper Outlook

Base: 8,017

HEALTH AND BEAUTY CARE: AVERAGE 66% SATISFACTION LOWEST ACROSS STORE; 45% STILL BUY IF PREFERRED PRODUCT UNAVAILABLE



	Lost Sales Rate (Wait + Leave)	Net Satisfaction (% Satisfied - % Dissatisfied)
Baby food, diapers, baby care & family planning	56%	66%
Skin care & cosmetics	61%	62%
Personal care: hair, shaving, deodorant & antiperspirant	57%	66%
Feminine hygiene & adult incontinence	55%	65%
Oral hygiene; eye, ear & foot care	52%	68%
First aid, pain relief, respiratory, vitamins & supplements	49%	69%
Average for Health and Beauty Care Categories	55%	66%
Across Store	44%	74%

Q: When shopping for the following products, what would you do if your preferred product was not available at {Selected Retailer}?
Q: How satisfied do you feel when shopping for these items at {Selected Retailer}?

Source: SMART Market Research – Advantage 2024 Shopper Outlook

Base: 8,017

Powered by: SMARTeam™ | CPG Consulting
A DIVISION OF ADVANTAGE SOLUTIONS

Total Respondent

Demographics

DEMOGRAPHICS

GENDER	Female	60%
	Male	39%
	Other	1%

AGE	18-20	3%
	21-24	6%
	25-40	27%
	41-60	34%
	61-75	24%
	75+	6%

ETHNICITY	Spanish, Hispanic, or Latino	14%
	None of these	86%

RACE	White	76%
	Black or African American	11%
	Asian	5%
	American Indian or Alaska Native	1%
	Native Hawaiian or Pacific Islander	<1%
	Multi-racial	3%
	Other	3%

HOUSEHOLD INCOME	Less than $25,000	14%
	$25,000 - $49,999	19%
	$50,000 - $74,999	17%
	$75,000 - $99,999	14%
	$100,000 - $149,999	21%
	$150,000 or more	13%
	Prefer not to say	1%

RELATIONSHIP STATUS	Single, never married	26%
	Married	49%
	Divorced	9%
	Separated	1%
	Widowed	4%
	Living with partner	9%

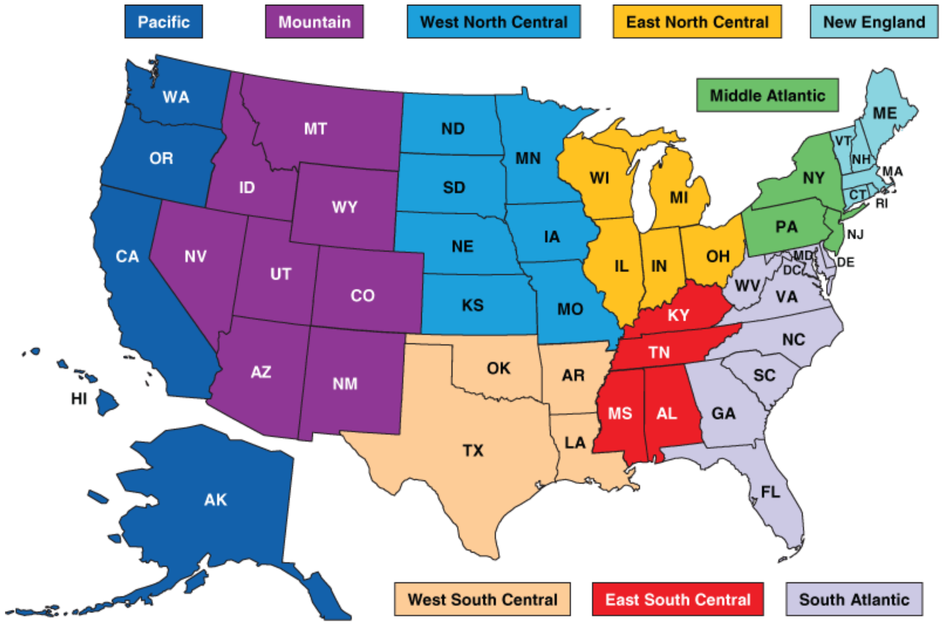
HOUSEHOLD SIZE	1	18%
	2	37%
	3 to 4	35%
	5 or more	11%

CHILDREN IN HOUSEHOLD	None	67%
	1 Child	15%
	2 – 3 Children	16%
	4 or More Children	2%

Source: SMART Market Research – Advantage 2024 Shopper Outlook

Base: 8,017

REGIONALITY



REGION	Pacific	15%
	Mountain	8%
	West North Central	6%
	East North Central	15%
	Middle Atlantic	13%
	New England	5%
	West South Central	12%
	East South Central	6%
	South Atlantic	20%

STATE	Alabama	1%
	Alaska	<1%
	Arizona	3%
	Arkansas	1%
	California	11%
	Colorado	2%
	Connecticut	1%
	Delaware	<1%
	District of Columbia	<1%
	Florida	7%
	Georgia	3%
	Hawaii	<1%
	Idaho	<1%
	Illinois	4%
	Indiana	2%
	Iowa	1%
	Kansas	1%
	Kentucky	1%
	Louisiana	1%
	Maine	<1%
	Maryland	2%
	Massachusetts	2%
	Michigan	3%
	Minnesota	1%
	Mississippi	1%
	Missouri	2%

STATE	Montana	<1%
	Nebraska	<1%
	Nevada	1%
	New Hampshire	1%
	New Jersey	3%
	New Mexico	1%
	New York	6%
	North Carolina	3%
	North Dakota	<1%
	Ohio	4%
	Oklahoma	1%
	Oregon	2%
	Pennsylvania	4%
	Puerto Rico	<1%
	Rhode Island	<1%
	South Carolina	1%
	South Dakota	<1%
	Tennessee	2%
	Texas	8%
	Utah	1%
	Vermont	<1%
	Virginia	2%
	Washington	2%
	West Virginia	1%
	Wisconsin	2%
	Wyoming	<1%

Source: SMART Market Research – Advantage 2024 Shopper Outlook

Base: 8,017

CATEGORY BASES

Meal Ingredients	Canned fish & meat	5,197
	Canned vegetables & fruit	6,750
	Non-refrigerated juice and drink mixes	6,009
	Non-refrigerated beverages mixes *(coffee, tea, cocoa, creamer)*	6,971
	International foods *(Hispanic & Asian, including rice & beans)*	6,332
	Spices, seasoning, shortening, cooking oils & sprays	7,757
	Condiments, marinades, & dressings	7,731
	Pickles, peppers, marinated vegetables	6,814
	Olives	5,356
	Baking mixes *(cake, cookie, brownie, muffin, pancake & waffle mix)*	6,903
	Dry baking ingredients *(flour, sugar, sugar substitutes)*	7,510
	Pasta, pasta sauce, prepared sides & soup	7,758

Frozen & Dairy	Milk *(white & flavored, dairy substitutes, creamer)*	7,532
	Eggs	7,654
	Refrigerated juice drinks	6,672
	Refrigerated foods *(cottage cheese, sour cream, ricotta, rfg. dips)*	7,497
	Other dairy foods *(butter, yogurt, cheese)*	7,821
	Dairy-alternative foods	4,847
	Refrigerated meat *(lunch meat, franks, breakfast sausage & bacon)*	7,378
	Frozen entrées	6,806
	Frozen snacks, pizza & breakfast items	6,937
	Frozen vegetables, fruit and juices	7,144
	Frozen desserts and toppings	6,443
	Ice cream & frozen novelties	7,447

Ready-to-Eat & Drink	Alcoholic beverages *(e.g., beer, wine, spirits, ready-to-drink bev.)*	4,933
	Soda and mixers	6,434
	Non-carbonated and energy beverages	5,070
	Jams, jellies & spreads	7,175
	Cereal, breakfast foods & nutrition bars	7,476
	Cookies & crackers	7,646
	Salty snacks	7,660
	Candy, gum & mints	6,657
	Checkstand products *(single-serve candy, beverages, snacks)*	5,539

Health and Beauty Care	Baby food, diapers, baby care & family planning	2,256
	Skin care & cosmetics	5,722
	Personal care: hair, shaving, deodorant & antiperspirant	7,038
	Feminine hygiene & adult incontinence	4,736
	Oral hygiene; eye, ear & foot care	6,739
	First aid, pain relief, respiratory, vitamins & supplements	7,066

Source: SMART Market Research – Advantage 2024 Shopper Outlook

Base: 8,017

THANK YOU

Powered by:

SMARTeam™ | CPG Consulting

A DIVISION OF ADVANTAGE SOLUTIONS

To learn more about customized data from the Advantage 2024 Shopper Outlook report contact:

Nick Sabala
Vice President, Strategic Insights and Engagements
SMARTeam
Nick.Sabala@thesmarteam.com

Katie Rigby, IPC
Sr. Director, Shopper Insights + Market Research
SMARTeam
Katie.Rigby@thesmarteam.com